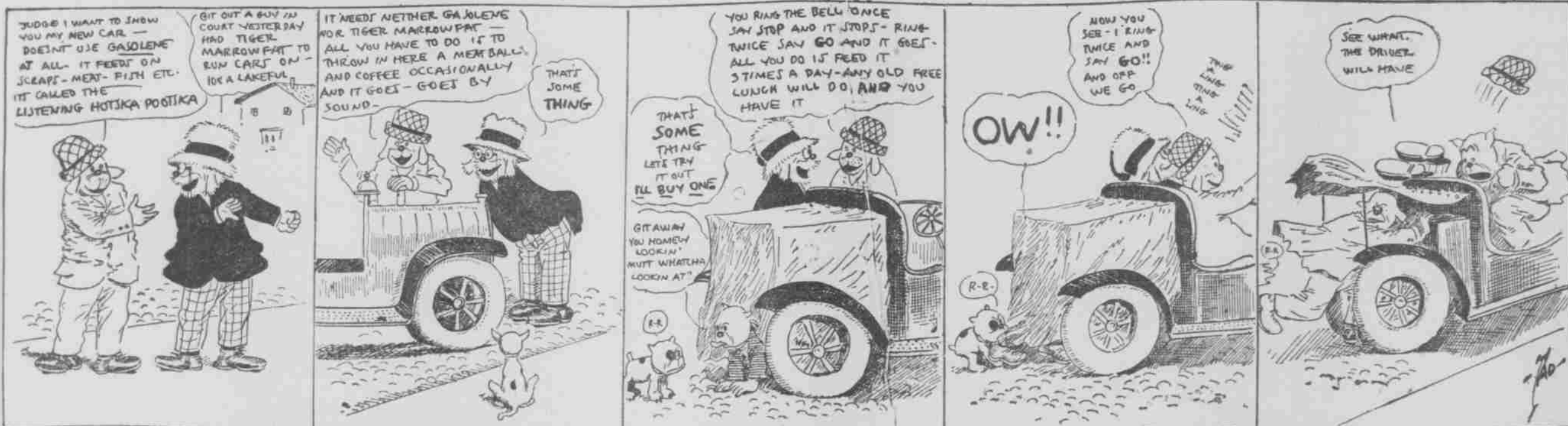


## OLD JUDGE RUMHAUSER

BY TAD

Copyright 1915, International News Service.



## EUROPE NEEDS CHEAPER CARS

Expert Declares Lighter and Less Expensive Autos Will Be Built.

Paris, France, April 29.—"The necessary revolution in the construction of automobiles in France after the war," says a competent authority on the motor car business, "will involve an imitation of the American moderate priced car. By the time hostilities have ceased all the requisitioned cars," he says, "will be ready for either the scrap heap or the bargain counter. All those who motored before the war, and the thousands of soldiers and officers who have learned to drive since, must buy anew if they want serviceable cars. Their purses will be lighter and their living expenses heavier, so they will naturally want to go light on luxuries. The popular car will sell at from \$500 to \$600 francs (\$600 to \$1200).

"The American constructors have studied the cost of turning out a car more closely than the French, who have aimed first rather to perfection and only secondarily at lowest consistent cost. The American, however, seem to have arrived at low costs in many points without affecting the running qualities of their cars or their wearing properties. For instance, wheels of French machines are made of bronze, each counterweight and turned; they weigh from two to four pounds, and cost from four to seven francs. The same hub on an American machine is made of brass and is stamped, weighs about a third of a pound and costs one franc. In construction, it is quite as serviceable as the French hub.

"That is only one of the details in which the Americans have worked out the low cost of a good car. The French constructor can, and will be obliged to, do the same. Moreover he has learned a lot in machine work through the quick improvement he has had to do during the war to readapt his works to the requirements of the national defense. Many interesting discoveries have been made in ways and means of decreasing manufacturing costs and increased output of machines. Besides, the French manufacturer will always have a considerable margin in his favor in competing for home trade in the 25 percent or thereabouts of the selling price absorbed in the case of American cars in transportation and duty."

## CARS ARE SELECTED AS REAL INVESTMENT

Now that automobiles have come to be regarded as a staple article, like real estate, furniture, machinery and other things involving a large outlay of expenditure, the public quite naturally weighs automobiles worth to a greater extent than formerly, and chooses cars on the basis of an investment. Instead of relying upon first hand impressions, motor car buyers consider the dollar for dollar value, and choose accordingly.

"This policy of careful buying on the part of the public has had its effect in producing record sales of a good car. The French, according to George F. Heising, of the Studebaker corporation, "We have always built our product with an appeal to conservative buyers upmost in consideration. We appreciate, of course, that there have been and undoubtedly always will be a certain element of buyers who seek ostentatious either in appearance or in mechanical features. But this element is a diminishing minority. The great majority of motor car buyers look at their automobile purchase from a conservative standpoint."

## TIRES CONTRIBUTE OVER THIRD OF UPKEEP COST

The largest part of the upkeep expense of an automobile can be held down by saving tires through proper driving and adjustments, according to George F. Heising, of the Studebaker corporation. "The average cost of three in a year is 25 per cent of the total upkeep, according to Heising. 25 francs that means one set of tires in a year and a mileage of 4000 miles.

With careful driving the average cost of three in a year is 25 per cent of the total upkeep, according to Heising. 25 francs that means one set of tires in a year and a mileage of 4000 miles. Careless driving will double the tire expense or increase the total annual expense from \$45 to \$90 per year, an increase of 50 per cent, or a total expense of \$45 per cent.

Here are points to remember in keeping down tire expense, according to Heising: avoid quick starts and stops, don't take corners on two wheels, avoid rocks, keep holes in curbs, plugged up, keep your tires so adjusted that they will not lock the wheels completely.

## OHIO LEADS STATES IN CAR PURCHASES

COLUMBUS, O., April 29.—Statistics prepared by Fred H. Carey, secretary of the Cleveland Automobile club, and submitted at the annual meeting of the Ohio Automobile association showed that the state of Ohio purchased 58,502 cars during 1915, which was the largest number sold in any state in the union. According to the statistics New York was second with 56,671 cars; Illinois third, with 51,158 cars; Pennsylvania fourth, with 43,583 cars, and California next, with 40,700 cars. Basing the figures on the 1916 U. S. census estimate, there is now one to each 23 people in the Buckeye state.

## BOOST TOURING IN MIDSEASON

A. A. A. Will Join Campaign For Big Week in July to Get Cars Out.

Washington, D. C. April 29.—While the road touring season reaches its greatest heights in the summer months, an effort will be made again this year to have the week in July which includes the "Glorious Fourth" figure as the maximum period, as was the case a year ago, when the American Automobile association and the National Automobile association and the National Automobile Chamber of Commerce cooperated in accelerating motor mileage by calling upon the clubs of the owners organization and the dealers of the makers to encourage every motorist to take to the highway.

At the April meeting of its executive board the A. A. A. accepted suggestion of the Ohio State association that the plan be repeated, in the belief that the two and one-half million motor car owners will demonstrate in added degree the wonderful ability of the self-propelled vehicle in covering distance and in making the people of the counties and states better

## GARRETT DISCUSSES THE "TRADING" EVIL

"Due to the fact that an old car must be considered in many sales agreements, the buyer is often prevailed upon to buy a certain car simply because a dealer will allow him a seemingly excessive sum for his old car," said F. J. Garrett of Elliott-Garrett company, general agents for National cars. "There are lots of cars, today, listed for trading at prices that neither the maker or dealer ever expected to receive. The buyer learns their real value only when they fail to give the service expected, or when he tries to dispose of the so-called bargain car for cash in the open market."

acquainted with one another and thus solidifying a national sentiment which is essential to the adoption of an effective and comprehensive scheme of war preparedness.

In the preparedness conference which took place in Washington, D. C., April 17, at the war college, the American Automobile association and the Society of Automobile Engineers participated along with the National Motor and Accessory manufacturers in the deliberation which had in view the ultimate adoption of a concrete form of inter-related effort.

It was inevitable that the A. A. A. spokesmen should call particular attention to the necessity of highways as a part of any effective defense proposition. It was set forth that the Bankhead bill, which is now pending in the United States senate and provides for a combined federal and state construction of whatever main roads may be agreed upon, would be an excellent start in the creation of a system which would lend itself to military purposes and still in times of peace serve post office and interstate needs.

## MEXICAN BOYS WOULD RIVAL "PEACEFUL HENRY"

"We should worry about the high price of automobiles," said Wolf Londen. "The steadily increasing price of new cars is naturally going to boost the prices of used autos but I got a tip from a Mexican youngster the other day and I'm thinking of building my own flivver."

"This kid came in and asked if we had any scrap left over in our shop which we wanted carted away. We asked what he wanted it for and he said he was 'building a Ford.' Now we know that a factory-built Ford has it on a home-made product, but why not utilize all our empty cans, etc., and build our own flivvers? This is the day of efficiency and economy."

"Take four empty tomato cans and you would have your cylinders. The covers from some of the big round cans might do for wheels. Cut up your garden hose, join it carefully into circles of the proper circumference and you have your tires, when fitted with valves. By the way, do you know that's how the first pneumatic tires were made?"

"Dad might raise a fuss but, when he's not looking, slip out with the seat from his Morris chair and you have your upholstery. Let me see—well, you figure it out yourself and you'll find all the materials for a flivver at home. But I won't guarantee that it will run on its reputation like the car turned out by 'Peaceful Henry.' He's got it down to a science and, if he don't raise his price, my advice will be to buy his product in preference to the home made brand."

## DETROIT OFFICIALS MAKE REPORT ON CAR UPKEEP

Detroit, Mich., April 29.—The report of the department of public works on the individual maintenance cost of 37 automobiles operated by the department shows the Dodge Brothers motor car operated by John Dunn was the most economically driven car in the department. The statistics include every expense incurred by the cars from July 1, 1915, to December 1, 1915, gasoline, oil, repair cost, tire expense, etc., and show that Mr. Dunn's car was operated at the low cost of exactly two cents per mile.

The five Dodge cars used in the department also are given several records which place them at the top of the low maintenance records. Not one of the 37 used in the department was run for the six months at a lower cost per mile than any one of the five Dodge cars. They also showed the highest mileage, the lowest expense on tires and the greatest mileage per gallon of gasoline of any touring car in the department.

Three of the Dodge cars were operated for the six months without any expense on tires. On the other two cars of this make the only tire expense was for the replacement of spare tires which were stolen from the machine. The report shows many interesting comparisons of the maintenance cost of automobiles which range in cost from two cents a mile for the Dodge Brothers car to 27 cents a mile for one of the heavy duty trucks.

## HOWSON LOTT

If Cousin Willie's Trench Protector Is Adopted the War Will Soon Be Over!

BY F. OPPER



There's no leak proof ring but the **LEAK-PROOF** Ring — insist

MADE IN ALL SIZES EASILY ADJUSTED

**LEAK-PROOF**

**Piston Rings**

MADE BY MCGUAY-HORRIS MFG. CO.

- insure perfect compression; make compression leakage a mechanical impossibility.
- make every drop of gasoline count; that is why they make for fuel economy.
- decrease carbonization and black smoke by keeping back the surplus oil.
- are made in all sizes, for all requirements and all sizes are carried in stock in El Paso.
- are made good and they make good.

**Western Motor Supply Co.**

Wholesale and Retail Auto Supplies.

Phone 528. 318 San Francisco St.

Look for the name **LEAK-PROOF** stamped on the Ring

**Haynes Cars**

Having discontinued the agency for the Haynes automobiles, we offer at greatly reduced prices two five-passenger Haynes touring cars, slightly used, and in perfect condition.

**SOUTHERN MOTOR CO.**

Phone 490 355 Myrtle Ave.

**FIRST IN THE LAND**

First in quality, service, satisfaction. Superior materials, added plies of fabric and excellences of manufacture mean maximum mileage and satisfaction.

**SAVAGE TIRES**

Sold direct to you at low prices, because the middleman's profit is saved and taken off the price. If you want the greatest value—the first in the land—see our employed distributor, or phone or mail your order.

Ask for Tire Book

**THE SAVAGE TIRE CO., San Diego, Cal.**

REPRESENTATIVE

**Motor Car Supply Co.**

I. M. DUENSING

Corner North El Paso and Franklin Sts.

Use Herald Want Ads

Republic TRUCKS Republic TRUCKS Southern Motor Co. Phone 490 355 Myrtle Ave. Republic TRUCKS Republic TRUCKS